

Bruno Aveillan

Director

Publicité pour Gaz de France



With international recognition, Bruno Aveillan multiplies experiments from film to film, aesthete of a very personal world as rich as consistent. Indeed Bruno Aveillan is above all a visionary. A director in whom technique and plastic are combined with emotion. A dreamer who is projecting his dreams into high exotic work, as long as you can be captivated.

With its latest ad for a **Philips** razor, **Bruno Aveillan** has yet marked spirits. Far from being a first-timer, this director has a much more personal universe than the advertising industry would suggest. His significant filmography is tinged with wonderful atmospheres that has a number of classics, including evocative films such as «**The Drop**» **Perrier**, «**Dolce Vita**» **Gaz de France**, «**Tree**» **NOC** ...

Born in Toulouse, he first studied at the National School of Fine Arts before leaving the "pink city" to Paris. He made its debut at **Ogilvy & Mather** as an artistic director before joining **Quad Productions** as a director in 1995. In 1998, he won the **Imagina** Grand Prize for «**The Crowd**» **Perrier** spot. He won the Grand Prix in 2003 for the second time with «**Dolce Vita**» **Gaz de France** which is still unique in the annals of the festival.

His sense of aesthetics combined with an immoderate

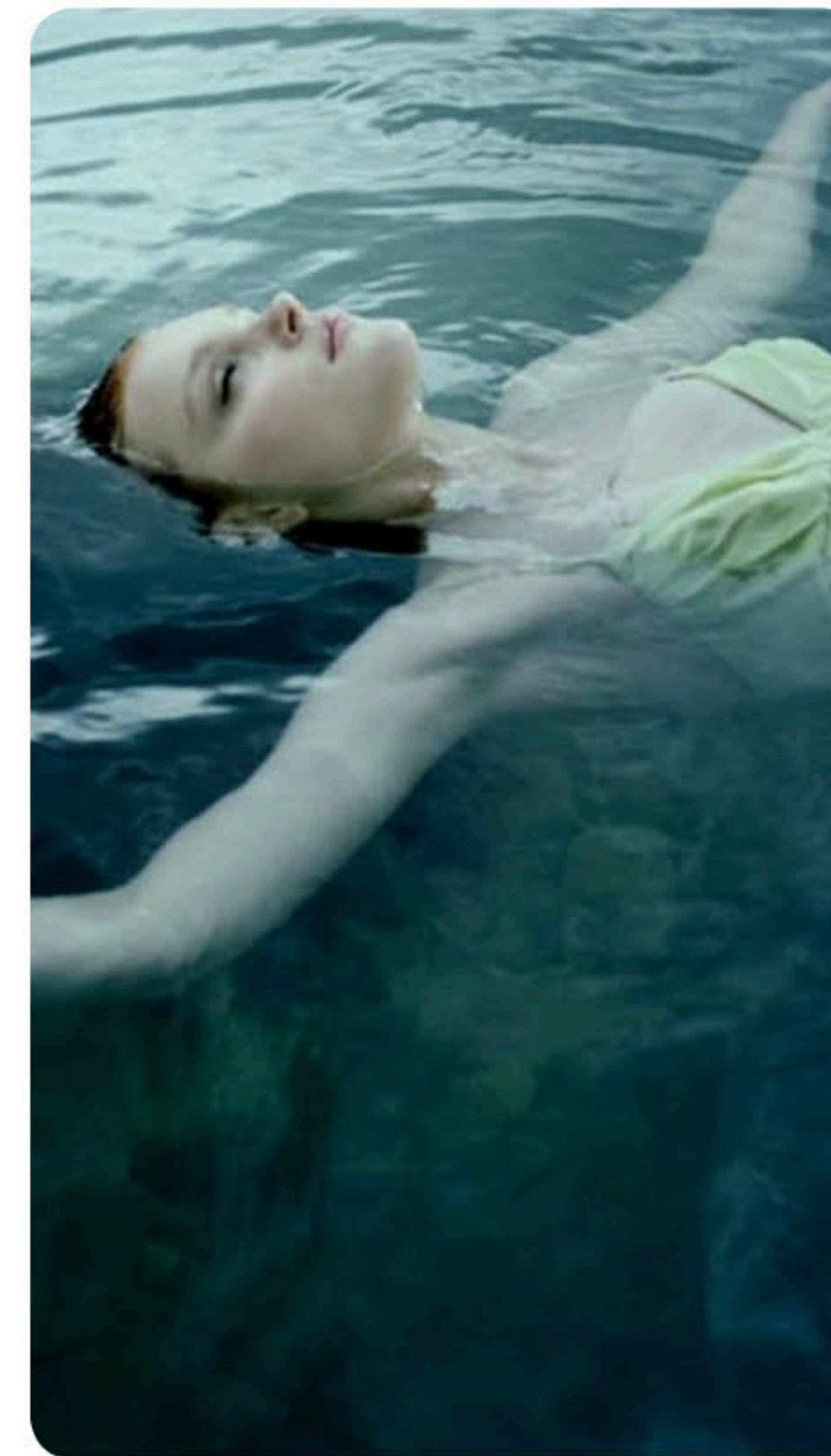
rate taste for the imaginary or rather the world of dreams is impressive. From that fascination comes a unique sensibility that makes **Bruno Aveillan** an extraordinary painter of human nature. Actually, temporality holds a predominant role in his films : slow-motion is almost the norm so that he could fully grasp every details of each imaginary world. Each plan is so stretched, extended at will to better enjoy the sensuality that can emerge. This is particularly true in some spots such as **Bailey's «Floating»**, **Magnum «5 senses»**, **Gaz de France «Dolce Vita**» or **Eau de Rochas «The Pebble»** but especially in his short **Minotaur-ex**. Cutting is just as paramount in this determination to capture action as closely as possible by multiplying the points of view. But pace induces a sense of acceleration producing a confused feeling very close to the perception of dreams.

That will fits with a particular attachment to the awa-

Bruno Aveillan

Director

Publicité pour Rochas



kening of the senses. Rarely director has portrayed with such conviction our 5 senses: taste (**Magnum**, **Perrier**, **Bailey**), touch (**Minotaur-ex**, **Gaz de France**, **Coolskin** ...), smell (**Eau de Rochas**) not to mention sight and hearing which are obviously solicited by each of his experiences. This painting of senses appears in his taste for materials and textures which can be found both in the sensuality of the moving bodies and the dominant position of the four elements : water (**Rochas**, **Perrier**, **Lexus**), earth (**Minotaur-ex**, **Acura**), air (**Lanvin**), fire (**Thermasilk**).

Bruno Aveillan loves mixing the universes like the four seasons of the **CNP** spot "**L'arbre**". His work is a true celebration of fairytale and delicacy that visual effects and other technological innovations perfectly illustrate. But his approach doesn't really care about childhood; it's rather for adults and all their fantasies.

To go further... www.wizz.fr

Publicité pour Baileys -



Publicité pour Perrier - La Goutte



Publicité pour Nintendo -

